



Office of the Governor

ARNOLD SCHWARZENEGGER
THE PEOPLE'S GOVERNOR

PRESS RELEASE

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Governor Schwarzenegger Announces California as First State to Partner in CeBIT 2009, World's Largest Tech Trade Show

California's Global Leadership in Information Technology to Take Center Stage

Governor Arnold Schwarzenegger today announced California will be the first state to be the official partner of CeBIT, the world's largest trade fair for digital business solutions and information and communications technology (ICT). In previous years, CeBIT has partnered with other nations including the United States, France, Russia, India and Canada. As the Partner State, California businesses will be highlighted above all others, providing a great opportunity for business matchmaking and networking for California businesses.

"I am excited to officially announce that California will be the 2009 CeBIT partner state, a role previously reserved only for nations, and we look forward to demonstrating California's global leadership in information communications technology," said Governor Schwarzenegger. "Not only does CeBIT provide California with a venue to showcase our innovative spirit, it is a tremendous opportunity for California companies looking to promote their products in the global marketplace. I urge businesses across California to showcase their innovation at CeBIT 2009."

At CeBIT 2009, California will spotlight the state's innovative ICT technologies in several key industries including green IT, entertainment, Internet-based services, TeleHealth, security, consumer electronics, digital content generation and distribution, aerospace, and research and technology. The star attraction of the Partner State program will be the Germany-California ICT Summit. The two entities will use this opportunity to step-up collaboration and stimulate more bilateral business.

"It is fitting that we are in the Silicon Valley today since it is a major source of global information, communications technology and venture capital. The region has garnered a lot of well-deserved attention over the years," said Dale E. Bonner, Secretary of California's Business, Transportation & Housing Agency. "But there are also many other innovative information and technology companies located in places like Los Angeles, San Diego and regions throughout California that will play an important role in CeBIT 2009."

In 2008, CeBIT attracted 495,000 attendees from 96 countries, 5,900 exhibitors from 77 countries and more than 7,000 press and media representatives from over 72 countries. CeBIT 2008 featured 67 exhibiting companies from California as well as other California companies that registered through their international subsidiaries. For perspective on the sheer size of the CeBIT trade show, note the 2008 Consumer Electronics Show (CES) held annually in Las Vegas, Nevada, attracted 141,150 attendees, 3,000 exhibitors and 4,500 members of the media.

CeBIT 2009 will take place March 3-8, 2009, at the Hannover Fairgrounds in Hannover, Germany. The invitation to participate as partner was issued by CeBIT organizer Deutsche Messe AG and BITKOM (German Association for Information Technology, Telecommunications and New Media). The Governor's announcement today was made alongside Walter Hirche, Deputy Prime Minister for Niedersachsen, Germany and representatives from Intel, CeBIT, BITKOM and Deutsche Messe AG, at Intel Corporation's world headquarters in Santa Clara.